

Hot Picks at the 2017 Fair by Media Experts



John Baulch, Publisher of Toy World (UK)

A walk round the Hong Kong Toys & Games Fair perfectly illustrates the breadth and diversity of the toy market. The booths contain everything from the latest cutting-edge technology through to the very best traditional and classic toys.

Technology developments can be seen across many different product categories, including the Wheeled Toys sector, where established products such as skateboards and scooters have been electrified by companies such as Fiik and Surfwheel, taking them to a whole new level. Many exhibitors are also showing new Hoverboard designs, as this product continues to grow in popularity with consumers across the globe.

Elsewhere in the technology area, there is a growing choice of drones, with a new focus on ease of use and convenience; some models have been miniaturized so they fit in the palm of the hand, while other models are collapsible or foldable to make them more portable.

Miniaturization is a trend which can be seen in other sectors, such as Construction – with the Nanoblocks range – and Puzzles, where the 4D Cityscape puzzles caught my eye.

One of the fastest-growing technology trends is AR – Augmented Reality. It is now being successfully incorporated into a wide selection of toys; for example, the 3D Sketch World allows users to transform their own drawings into living 3D images, while Cordex's AR Alphabet Cards bring learning alive, making learning English and the alphabet more interesting and more interactive.

But amongst all the latest technology-driven ranges, it's important to remember that classic, traditional toys are still alive and well. Companies such as Hape, Plan Toys, Classic World and Ever Earth are all producing beautifully-designed toys from sustainable material which will not only engage children, but also look good around the home, appealing to fashion-conscious parents around the globe.



4D Puzzle of Gotham City
[4D Cityscape Asia Limited](#)
Booth: 1E-E30



Doll House
[Classic International Co., Ltd](#)
Booth: 1D-A02



AR Alphabet Learning Kits
[Cordex Intelligence Ltd](#)
Booth: 1D-A43



3D Sketch World

[DG Entertainment Co., Ltd.](#)

Booth: 1D-A36



Carpenter's Workbench

[Evermax Global Resource Co Ltd](#)

Booth: 1D-A15

Electric Skateboard

[FiiK Skateboard Pty Limited](#)

Booth: 1D-B41



Quadrilla - Twist and Rail Set

[Hape International \(Hong Kong\) Limited](#)

Booth: 1E-C02

nanoblock - The original Micro-sized Building Block

[Kawada Company Limited](#)

Booth: 1E-E26



Puzzle Block

[Plan Creations Co., Ltd.](#)

Booth: 1E-A20

KONSEPT VR32 VR FPV HD Drone (With VR Glasses)

[Playable Creation Limited](#)

Booth: 1C-E06



Christopher Byrne, EVP Content Director of TTPM (USA)

Hong Kong continues to amaze and inspire with the breadth and sophistication of design and understanding of the world markets. The Hong Kong Toys & Games Fair remains the place to see innovation and be among the first to see the future of toys, whether in leading edge technology or traditional play.

A couple of products that I really like include the Touch & Learn Activity Desk Deluxe from Vtech which was a big hit in the U.S. Last year and the new magic sets from Eddy's Magic.

I was really happy to see all the Pet Toys—that's booming in the U.S., too, with lots of opportunity for many manufacturers.

The Kidz Labs Crystal Science by 4M Industrial is very much on trend with creativity/science. I also like the Stack 'n Stack from WePlay Children's Paradise, Taiwan. In fact, I thought their entire line was really amazing for developing imaginations and bodies. It's beautifully designed, and there's not much else like that out there from what I've seen.



Kidz Labs/ Crystal Science
[4M Industrial Development Limited](#)
Booth: 1D-A20



WOW 200 Tricks
[E & S \(China\) International Limited](#)
Booth: 3E-B02



Touch & Learn Activity Desk Deluxe
[VTech Electronics Limited](#)
Booth: 1D-C20



Stack n' Stack
[Weplay Kiddie's Paradise Inc](#)
Booth: 1E-E20



Marek Jankowski, Editor-in-chief of the Polish trade magazine Branza Dziecieca

Visiting fairs, I always look for new trends and try to find product groups that are likely to grow in the following months or even years. Hong Kong Toys & Games Fair, as the biggest show of its kind in Asia, is a perfect opportunity to spot them.

Based on what I have seen so far at the fair, I think that two factors driving sales in the nearest future will be sport and technology.

Although traditional sports equipment has always been well received, toy producers go the extra mile and search for new ways to combine physical activity with fun. They do by improving and enhancing well-known products, or sometimes designing new ones from the scratch. Children want to play and be accepted by peers – sports toys help them achieve both goals.

On the other hand, we are surrounded by more and more tech toys. Robots, drones and virtual reality are no longer science-fiction. They are available even to young kids. What are the implications? Firstly, the staff in toy shops must learn about those products to be able to sell them. Secondly, more and more toys will be sold by electronics stores. Electronics can bring the play to a higher level and is already doing it.



Golf Slide with Soccer Goal and Basketball
[Huangdo Co., Ltd.](#)
Booth: 3CON-049



FPV X4 Plus Drone
[Hubsan International Company Limited](#)
Booth: 1C-F15



3D VR Glasses Box
[Jinming Trade Limited](#)
Booth: 1C-E09



E- Scooter
[JD Components Co Ltd](#)
Booth: 1D-B28



Slidewhizzer Stair Slide
[T.K. Chin Company Ltd.](#)
Booth: 3C-C11



Antbo
[Zhiwei Robotics Corp.](#)
Booth: 1C-F26



Daniele Caroli, Editor-in-chief of the Italian baby care products trade magazine Il Giornale dell'Infanzia

In the car seat category, one of the main trends is providing functional products which follow the child's growth. Evenflo's SafeMax succeeds in this without compromising with the little passenger's protection. Featuring an integrated steel frame and an innovative Safe Zone headrest, it has passed the rollover-test and includes the Parentlink Premier service and free live video installation support.

Foppapedretti's iWood travel system sports a wood and aluminum frame which gives it a refined look while functionality is preserved: it has received the Best of the Fair award in the Strollers and Gear category.

A new bottle by Nuvita, Air.55, available in three sizes, makes it easier for the baby to move back to breastfeeding thanks to its shape and to a specially designed long and flat teat.

Haenim's Baby Bottle Sterilizer employs UV light, which boasts excellent sterilizing power, and far infrared rays for drying its contents: it can store up to 16 baby bottles.

The Aleva Naturals 2-in-1 Hair & Body Wash comes in a self-foaming bottle which allows children to learn to do it by themselves without making a mess thanks to the design of the pump, which avoids spill and waste.



10 in 1 Pregnancy and Breastfeeding Pillow
[Anteprima Brands International Limited](#)
Booth: 3G-A04



Gentle Baby Laundry
[Aleva Naturals](#)
Booth: 3F-C16



i-Wood Stroller
[Foppa Pedretti S.P.A.](#)
Booth: 3G-B20



EvenfloSafeMax
[Goodbaby Child Products Co., Ltd.](#)
Booth: 3F-E04



Baby Bottle UV Sterilizer
[Haenim Co., Ltd.](#)
Booth: 3CON-136



Richard Gottlieb, CEO of Global Toy Experts (USA)

Hong Kong; the center of the global toy economy

There is an importance to visiting Hong Kong and the Hong Kong Toys & Games Fair that is greater than the Convention Center show floor or the showrooms in Kowloon. It is the ability to commune with new and old friends and by doing so take the temperature of the world.

During my days here I have spoken with people from Russia, Hungary, Belarus, Turkey, Israel, China, Thailand, Australia, New Zealand, South Africa and so many other places. These conversations provide me with a perspective on my own country and the world. We in the toy industry constitute a global family whose products, brands and ideas cross borders. We need each other.

My conversations in Hong Kong tell me that, not surprisingly, the global toy industry is a little anxious. Whether we live in China, Africa, Europe, North or South America, we probably depend upon some other country for either our brand, our manufacturing or for products that are new and exciting.

Those with whom I spoke expressed concerns that politics could upend free trade as we know it and impact us all. After all, free trade is the foundation of the toy industry so for those with whom I spoke and whom roam the streets of Kowloon and the aisles of the Toys & Games Fair this is no small matter.

To illustrate my point, two of the products that I admired during the Fair were designed in Hong Kong, manufactured in China and sold all over the world. Airypack does not make toys but does make a new type of cardboard that is 30 percent lighter than traditional cardboard. It costs less to ship and is of course much lighter to carry. Any company from any country can benefit from that.

Eastcolight makes a telescope that, by attaching your mobile device to the eyepiece, will locate and direct you to any star or planet you may want to see. It's one of the best uses of augmented reality I have seen. It's also a nice way to create a shared view of the universe that surrounds us.

Looking at the universe from a backyard can make us feel a little smaller and a little more part of a global family. Let's hope that we can sustain the global nature of a toy industry that brings a lot of joy to the adults and children of the world.

** The views/opinions expressed in the Hot Picks by Media Experts are the author's own and do not represent the view of the HKTDC.*